

Offline Events

Are you promoting your physical brick and mortar store on Facebook? Maybe an event? Do you get orders over the phone? How do you track conversions for this?? Facebook allows track them via **Offline Events**!

- Facebook's offline conversion measurement solution allows you to track when transactions occur in your physical retail store and other offline channels (ex: orders made over the phone) after people see or engage with your Facebook ad.
- By matching transaction data from your customer database or point-of-sale system to Facebook ads reporting, you can better understand the effectiveness of your advertising campaigns across all objectives on Facebook, Instagram, and Audience Network... so you can better bridge the gap between online and offline worlds.

Facebook Ads Manager interface showing the setup for an ad campaign. The left sidebar lists the campaign structure: Campaign (Objective), Ad Set (Traffic, Dynamic Creative, Offer, Audience, Placements, Budget & Schedule), and Ad (Identity, Format, Media, Links).

The main setup area includes the following sections:

- Learn More** (dropdown)
- Multiple Languages (optional)** with a **+ Create in Different Language** button.
- Hide Advanced Options** (dropdown)
- Display Link (optional)** with a text input field.
- News Feed Link Description** with a text input field.
- URL Parameters (optional)** with a text input field showing an example: `Ex: key1=value1&key2=value2`.
- Build a URL Parameter** section.
- Conversion Tracking** section with the text: "Select one or more options for conversion tracking. You'll see the results in Ads Manager along with ad performance data."
- Facebook Pixel** (toggle on) with a selection of **Jus** (ID:1).
- App Events** (toggle off).
- Offline Events** (toggle on).
- A note: "Facebook will use the following offline event set for tracking and data upload:" followed by a selection of **Offline Event Set - Sales over the phone** (ID:299317687153181) with an **AUTO** button.
- Manage offline event sets.** link.

A red arrow points to the **Offline Events** toggle.

The right sidebar shows a preview of the ad, including a graph and a sponsored post for COURSEENVY.COM with the text "Grow Your Email List with".

At the bottom, there are buttons for **Close**, **Back**, **Review**, and **Confirm**.

Offline Events tracking is the final option before you confirm your order at the Ad level. You will simply toggle on the Offline Events option.

Justinmarkob.com (1969...)

Ad Name ⓘ Default name - Traffic ⚙️

Switch to Quick Creation

✓ Campaign

Objective ✓

Ad Set

Traffic ✓

Dynamic Creative ✓

Offer ✓

Audience ✓

Placements ✓

Budget & Schedule ✓

Ad

Identity ✓

Format ✓

Media ✓

Links ✓

Learn More ▾

Multiple Languages (optional) ⓘ
+ Create in Different Language

Hide Advanced Options ▾

Display Link (optional) ⓘ
Enter the link as you want people to see it in your ad

News Feed Link Description ⓘ

URL Parameters (optional) ⓘ
Ex: key1=value1&key2=value2

Build a URL Parameter

Conversion Tracking
Select one or more options for conversion tracking. You'll see the results in Ads Manager along with ad performance data.

Facebook Pixel ⓘ

Jus ID:1

App Events ⓘ

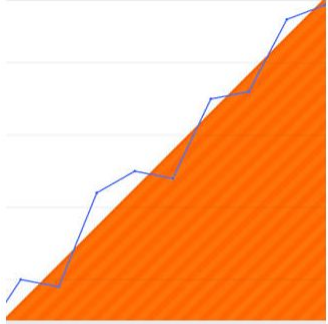
Offline Events ⓘ

Facebook will use the following offline event set for tracking and data upload:
Offline Event Set - Sales over the phone ID:299317687153181 AUTO

Manage offline event sets.

Back

Sponsored ·



COURSENVY.COM
Grow Your Email List with FR
LEARN MORE

If you haven't created an Offline Event yet, just click the "Manage Offline event sets" link.

Review Confirm

Close

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Creating an Offline Event Set

Creating an Offline Event Set consists of uploading of an offline purchase file (which includes customer contact info and the product purchased, for example in store purchases).

Then Facebook will match up the users who were shown your ad to the offline events upload... and therefore show you which offline events were derived from this ad campaign.

Creating an Offline Event Set

1. First, navigate to your Events Manager page: https://www.facebook.com/events_manager
2. Navigate to the “Offline Event Sets” page from this main “Data Sources” page

The screenshot shows the Facebook Events Manager interface. At the top, there's a navigation bar with the Facebook logo, 'Events Manager', a search bar, and user profile 'Justinmarkob'. Below this, a breadcrumb trail shows 'www.Coursenvy.com -- Justin Mark (...)'. The main content area is titled 'Data Sources' and includes a search bar and a dropdown menu for 'Offline Event Sets'. The dropdown menu is open, showing options: 'All Data Sources', 'Facebook Pixels', 'Offline Event Sets' (which is selected and highlighted with a red arrow), and 'App Events'. Below the dropdown, there's a card for 'Offline Event Set - Sales over the phone' with details like 'Offline Event Set ID: 299317687153181' and a 'Details' button. A blue tooltip at the bottom right says 'See deeper insights from your offline event set, including revenue, upload time, upload history and more.'

Creating an Offline Event Set

3. Click the “Add New Data Source” button.

The screenshot displays the Facebook Events Manager interface. At the top, the navigation bar includes the Facebook logo, 'Events Manager', a search bar, and user information for 'Justinmarkob'. Below the navigation bar, the left sidebar contains a list of options: 'Data Sources', 'Custom Conversions', and 'Partner Integrations'. A blue button labeled '+ Add New Data Source' is prominently displayed in the sidebar, with a large red arrow pointing to it. The main content area shows a search bar for 'Offline Event Sets' with a dropdown menu listing 'All Data Sources', 'Facebook Pixels', 'Offline Event Sets' (selected), and 'App Events'. Below this, there is a section titled 'Data Sources' with a sub-header 'Select a data source to view event details, manage events, and resolve issues.' A card for 'Offline Event Set - Sales over the phone' is visible, showing details like 'Offline Event Set ID: 299317687153181' and a 'Details' button. A blue tooltip on the right side of the card reads: 'See deeper insights from your offline event set, including revenue, upload time, upload history and more.'

Creating an Offline Event Set

4. Select the “Offline Event Set” option in the dropdown menu.

The screenshot displays the Facebook Events Manager interface. At the top, the navigation bar includes the Facebook logo, 'Events Manager', a search bar, and user information for 'Justinmarkob'. Below the navigation bar, the breadcrumb trail shows 'www.Coursenvy.com -- Justin Mark (...)'. The left sidebar contains a 'Data Sources' section with a '+ Add New Data Source' button and a list of options: 'Facebook Pixel', 'Offline Event Set', and 'App Events'. A large red arrow points to the 'Offline Event Set' option. The main content area features a 'Welcome to the New Offline Events Page' message, explaining the redesign and providing instructions on how to use the page. Below this, the 'Data Sources' section is visible, showing a table with columns for 'EVENTS RECEIVED', 'MATCH RATE', and 'ATTRIBUTION RATE'. A blue tooltip on the right side of the table provides a link to 'Details' for the 'Offline Event Set - Sales over the phone'.

Facebook Events Manager interface showing the 'Offline Event Set' option selected in the 'Data Sources' dropdown menu.

The interface includes a search bar, a user profile (Justinmarkob), and a 'Create Ad' button.

The 'Data Sources' section is active, displaying a list of data sources: Facebook Pixel, Offline Event Set, and App Events. A red arrow points to the 'Offline Event Set' option.

The main content area shows a welcome message for the 'New Offline Events Page' and a table of data sources. The table includes columns for 'EVENTS RECEIVED', 'MATCH RATE', and 'ATTRIBUTION RATE'. A blue tooltip provides a link to 'Details' for the 'Offline Event Set - Sales over the phone'.

Events Manager

Search business

Justinmarkob

1

www.Coursenvy.com -- Justin Mark (...)

Create Ad

Data Sources

Custom Conversions

Partner Integrations

+ Add New Data Source

Search by name or ID

Offline Event Sets

Last 7 Days

Welcome

We've redesigned to match rate and performance

Click Details to see time, or dive deeper based on offline

10

Offline Event Set

Offline Event Set ID: 299317687153181

EVENTS RECEIVED

Create an Offline Event Set

Create an offline event set to use for uploading and managing data related to offline activities you want to track, measure, optimize ads for, and market against.

You can upload data files to this set once you've created it.

Name

In-Store Sales

Description

sales from customers that purchase in store

By clicking Create, you agree to Offline Conversions Terms.

Cancel

Create

See deeper insights from your offline event set, including revenue, upload time, upload history and more.

Last Received 789 Days Ago

Details

Name your Offline Event Set

Events Manager

Search business

Justinmarkob

2

www.Coursenvy.com -- Justin Mark (...)

Create Ad

< All Data Sources

In-Store Sales

Overview

History

Diagnostics

Settings

In-Store Sales

Offline Event Set ID: 310606809820859

Status: No Events

Assign Ad Accounts and Set Tracking

Choose which ad accounts will be able to track ad performance using this offline event set. Turn on auto-tracking so new ads you create will default to this offline event set for tracking. You can also turn on auto-assignment, so new ad accounts will automatically be assigned to this event set.

Owned Ad Accounts

☒ Automatically Assign For New Ad Accounts

Automatically assign this offline event set to all new ad accounts in your business, and turn on auto-tracking for these accounts.

Search ad account by name or ID

☐ Ad Account	Auto-Tracking
☐ Justinmarkob.com Account #: 1969736073267481	☐ OFF
☐ Learn.CE Account #: 2026564730915948	☐ OFF
☐ REsynd Account #: 2274824035685644	☐ OFF
☒ www.Coursenvy.com -- Justin Mark Account #: 1429794843934678	☒ ON

Shared Ad Accounts

Search ad account by name or ID

☐ Ad Account	Auto-Tracking
☐ CE Ad Agency Account #: 326662871289091	☐ OFF

Undo All Changes

Skip

Next

Assign your Offline Event to an Ad Account by clicking the checkmark next to the Ad Account name of your choice.

Click Next.

Facebook Events Manager interface showing the "Add People and Set Permissions" dialog for an "Offline Event Set".

Dialog Title: Add People and Set Permissions

Search & Filter: Search icon

1 Person Selected: ☐

- ☒ **Coursenvy Online** (with checkmark icon)
- ☐ anmol handa
- ☐ simran sethi
- ☐ simran sethi

Set Permissions:

Offline Event Set

Standard Access

- Upload offline conversions: ☐ Upload offline event sets.
- Assign offline conversions: ☐ Assign ad accounts to offline event sets.

Admin Access

- Manage Offline Event Set: ☒ Manage offline conversion roles and settings.

Assign button

Text Box:

Assign People and Set Permissions for this Offline Event (e.g. which user can upload these Offline Events).

Click Assign.

Events Manager

Search business

Justinmarkob

2

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Create Ad

< All Data Sources

In-Store Sales

Overview

History

Diagnostics 2

Settings

In-Store Sales

Offline Event Set ID: 310606809820859

Status: No Events

Create Audience

Create Custom Conversion

Upload Offline Events

Offline Event Set Created

In-Store Sales Has Been Created.
Offline Event Set ID: 310606809820859

Done

Upload Offline Events

or Assign Access in Business Settings

or Create Custom Conversion

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Create Ad



< All Data Sources

In-Store Sales

Overview

History

Diagnostics 2

Settings

In-Store Sales

Offline Event Set ID: 310606809820859

Status: No Events Received

Create Audience

Create Custom Conversion

Upload Offline Events

Upload Offline Events

Start uploading data related to offline events, which are business activities that happen outside of Facebook, your website, or your app. You can measure the impact of your Facebook advertising on your business across your sales channel and market based on customer actions.



Upload Offline Events

or Assign Access in Business Settings
or Create Custom Conversion



In-Store Sales
Offline Event Set ID: 310606809820859

Select Your File

Add a data file (.csv) with recent offline event information. The file should include customer details, event details and accurate event time. [Learn more about uploading your offline event data.](#)

CLICK HERE to Download the example CSV file



[Download example CSV file](#) [Next: Map Data](#)

Customer Details



Include data such as customer name, email address and phone number. This data will be hashed during upload.

[View Examples.](#)

Event Time



Include an accurate timestamp for each event. We recommend including timestamps accurate to the minute or second.

[View Examples.](#)

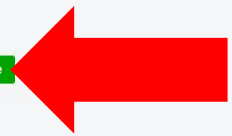
Event Details



Include details such as event name (purchase, lead, registration etc.), value and currency (if applicable) and order id.

[View Examples.](#)

Drag and drop your file here or [Select File](#)



[Learn more about preparing your customer and event data.](#)

Offline Events Data

- Offline Event Sets are groups of data about offline actions (actions that **aren't** captured with the Facebook Pixel or App Events) that your business **uploads** to Facebook.
- When you create an ad, you can connect an offline event set that lets you attribute actions that happen offline back to your Facebook ads. The data in your offline event set should contain **identifiers** that allow matching of offline events to people in your ads target audience, so that Facebook can measure the events you specify as a result of people seeing or engaging with your Facebook ads.

Offline Events .CSV Template

- Input your offline customer info into the Offline Event .CSV template. As you can see in the .CSV file example below, there is a variety of data types we can use for an offline event upload. To get the highest match rate possible from your data, include as many data types or identifiers as you can. You can use as little as a single-column file to create your audience (such as a list of emails only), but you may not see as many matches as you would if you used additional data identifiers. So basically, the more identifiers the better to get more accurate tracking in Facebook (i.e. collect as much data from your Offline customers as possible).
- For example, don't include a single column for full names. Instead, include two columns - one for first names, one for last names. Also, use the correct column headers, such as FN for first name and LN for the last name. Doing this helps Facebook auto-detect data types.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1	email	phone	madid	fn	ln	zip	ct	st	country	dob	doby	gen	age	uid	event time	event name	value	currency	
2	elizabethc1-(650)-56 aece52e7-	Elizabeth	Olsen			94046	Menlo Par	CA	US	#####	1968	F	48	1.23E+09	5/5/2017	Purchase	55	USD	
3	andrewj@1-(212) 73 BEBE52E7-	Andrew	Jamison			10118	New York	NY	US	#####	1978	M	38	1.44E+09	5/5/2017	Purchase	99	USD	
4	margaretj1-(323) 85 adbe52e7-	Margaret	Johnson			90001-465	Los Angele	CA	US	#####	1982	F	33	1.23E+09	5/5/2017	Purchase	12	USD	
5	johnd@fb1-(312) 44 aebe52e7-	John	Doe			60603	Chicago	IL	US	9/1/1978	1978	M	38	1.23E+09	5/5/2017	Purchase	16	USD	
6	marks@ft+44 303 1:AEBD52E7	Mark	Smith			SW1A 1AA	London		GB	#####	1978	M	38	1.44E+09	5/5/2017	Purchase	944	USD	
7	jamesm@+44 20 72:aece52e7-	James	McLaughli			SW1A 1AA	London		GB	#####	1978	M	50	1.23E+09	5/5/2017	Purchase	56	USD	
8	pauloa@f+55 21 39:ACBE52E7	Paulo	Alessandr			01310-20C	Sao Paulo		BR	#####	1976	M	40	1.23E+09	5/5/2017	Purchase	75	USD	
9	mariel@ft+33 892 7(ACFE52E7-	Marie	Laurent			75007	Paris		FR	#####	1978	F	51	1.44E+09	5/5/2017	Purchase	32	USD	
10	thomasd@+33 892 7(AEBE52E7	Thomas	Dubois			75007	Paris		FR	#####	1978	M	44	1.23E+09	5/5/2017	Purchase	25	USD	

 Events Manager

Search business

 Justinmarkob

www.Coursenvy.com -- Justin Mark (...)

Create Ad

 In-Store Sales
Offline Event Set ID: 310606809820859

Select Your File

Add a data file (.csv) with recent offline event information. The file should include customer details, event details and accurate event time. Customer information will be hashed during the upload process.
[Learn more about uploading your offline event data.](#)

[Download example CSV file](#) [Next: Map Data](#)

Customer Details



Include data such as customer name, email address and phone number. This data will be hashed during upload.

[View Examples.](#)

Event Time



Include an accurate timestamp for each event. We recommend including timestamps accurate to the minute or second.

[View Examples.](#)

Event Details



Include details such as event name (purchase, lead, registration etc.), value and currency (if applicable) and order id.

[View Examples.](#)

Drag and drop your file here or [Select File](#)

[Learn more about preparing your customer and event data.](#)

Now that you have an Excel .CSV file built of customers that completed an Offline Event, click the Select File button and upload your file.

www.Coursenvy.com -- Justin Mark (...)

Create Ad

In-Store Sales

Offline Event Set ID: 310606809820859

Select Your File

Add a data file (.csv) with recent offline event information. The file should include customer details, event details and accurate event time. Customer information will be hashed during the upload process.
Learn more about uploading your offline event data.

Customer Details



Include data such as customer name, email address and phone number. This data will be hashed during upload.

View Examples.

Event Time



Include an accurate timestamp for each event. We recommend including timestamps accurate to the minute or second.

View Examples.

Event Details



Include details such as event name (purchase, lead, registration etc.), value and currency (if applicable) and order id.

View Examples.

example_events_file.csv

Learn more about preparing your customer and event data.

Now that the file is uploaded, click the “Next: Map Data” button.

Next: Map Data

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www.Coursenvy.com

Offline Event Set ID: 310606809820859

Choose the data type and format that best matches each column of data. You may need to review columns that were automatically mapped. Map as many columns as possible to improve our ability to match your data to people on Facebook. [Learn more about uploading your offline event data.](#)

Include data such as customer name, email address and phone number. This

Click a column header to set data mapping options for that column.

Include an accurate timestamp for each event. We recommend including timestamps accurate to the minute or second. [View Examples](#).

Include details such as event name (purchase, lead, registration etc.), value and currency (if applicable) and order id. [View Examples](#).

Email

Email

Email

Phone Number

Phone Number

Phone Number

Mobile Advertiser ID

First Name

Last Name

ZIP/Postal Code

email	email	email	phone	phone	phone	madid	fn	ln	zip
elizabetho@fb.com	olsene@fb.com	eolsen@fb.com	1-(650)-561-5622	1-(650)-782-5622	1-(650)-888-5622	aece52e7-03ee-455a-b3c...	Elizabeth	Olsen	94046
andrewj@fb.com	jamisona@fb.com	ajamison@fb.com					Andrew	Jamison	10118
margaretj@fb.com	johnsonm@fb.com	mjohnson@fb.com					Margaret	Johnson	90001-4656
johnd@fb.com	doej@fb.com	jdoe@fb.com					John	Doe	60603
marks@fb.com	smithmark@fb.com	msmith@fb.com					Mark	Smith	SW1A 1AA
jaesm@fb.com	mclaughlinj@fb.com	jmclaughlin@fb.com					James	McLaughlin	SW1A 1AA
pauloa@fb.com	alessandro@fb.com	palesandro@fb.com					Paulo	Alessandro	01310-200

☒ First row is a header

Separator

Comma ", "

Mapped: 21 columns
 Not mapped: 0 columns
 Ignored: 0 columns

Next click the column header to set data mapping options for that column (e.g. "email").

Once the column headers are mapped correctly to the file you uploaded, click

Next click the column header to set data mapping options for that column (e.g. "email").

Once the column headers are mapped correctly to the file you uploaded, click the “Next: Review” button.

Review Sample Upload Results

We've processed a sample of your file based on the mapping you provided. Please review the results and choose whether to continue with your upload, or go back to modify your file and mapping. By clicking Upload, you agree to [Offline Conversions Terms](#).

Start Upload

We checked 10 rows in your file

Accepted: 10 events

2

WARNINGS

2

RECOMMENDATIONS

100%

ACCEPTED ROWS

ESTIMATED MATCH RATE ⓘ

Warnings

We've detected the following issues with your file. Please review prior to uploading your data.
Learn more about [troubleshooting offline upload issues](#).

Some of Your Events Occurred More than 90 Days Ago

ISSUE

Facebook can't attribute events that occurred more than 90 days ago to a Facebook ad campaign.

SOLUTION

Upload your events more frequently. We recommend automating the upload process using the offline events API. Note that you can still upload these events, and use them for lift tests, custom audiences and analytics.

10 Events Occurred Prior to an Ad Account Being Assigned

Recommendations

Please review the following recommendations to improve your data/setup or unlock new features

- > Upload Events Closer to Occurrence

> Include Order IDs With Your Events

Review the data once more
(need “100% accepted
rows”).

Finally, click the “Start Upload” button.

www.Coursenvy.com -- Justin Mark (...)

Create Ad

 < All Data Sources

In-Store Sales

Overview

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In-Store Sales 

Offline Event Set ID: 310606809820859

Status:  Last Received in the Last Minute

Create Audience

Create Custom Conversion

Upload Offline Events



Your events are being processed
This can take a few minutes. Once finished, you'll need to refresh the data to see your new events.

Refresh Data

 Events Manager

Search business

 Justinmarkob

3







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Create Ad



< All Data Sources

In-Store Sales

Overview

History

Diagnostics

Settings

In-Store Sales

Offline Event Set ID: 310606809820859

Status: ●
Last Received in the Last Minute

Create Audience

Create Custom Conversion

Upload Offline Events



Your events are being processed

This can take a few minutes. Once finished, you'll need to refresh the data to see your new events.

Refresh Data

Create Audience

Custom Audience

Lookalike Audience

Two of my favorite Audiences to create from this data is:

- 1) Custom Audience of these Offline Event Customers
- 2) Once that Custom Audience reaches 1000+ users, I will create a Lookalike Audience of that Custom Audience to have Facebook find me similar users.

Facebook Events Manager interface showing the "In-Store Sales" data source. A modal window titled "Select an Ad Account" is open, displaying a search bar and a list of accounts. The account "www.Coursenvy.com -- Justin Mark" is selected. A large red arrow points from the "Next" button in the modal to a text box on the right.

Select an Ad Account

Search

Accounts (1) Total selected 1

- ☒ www.Coursenvy.com -- Justin Mark

Cancel Next

To create your Offline Event Custom Audience, first select the Ad Account to link this Audience to for ad creation in the future.

Facebook Events Manager interface showing the "Create an Offline Activity Custom Audience" dialog.

The dialog is titled "Create an Offline Activity Custom Audience" and has a close button (X) in the top right corner.

Step 1: Add People to Your Audience

Include people who meet **ANY** of the following criteria:

In-Store Sales (selected)

People who interacted offline in the past 30 days

Search: |

People who interacted offline (selected)

From your events:

- AddPaymentInfo
- AddToCart
- AddToWishlist
- CompleteRegistration
- InitiateCheckout

Buttons: Include More People, Exclude People

Buttons: Cancel, Back, Create Audience

A red arrow points to the "People who interacted offline" option in the dropdown menu.

Select the audience from the dropdown menu **"People who interacted offline"**.

Facebook Events Manager interface showing the "Create an Offline Activity Custom Audience" dialog box.

The dialog box has two steps:

- 1 Add People to Your Audience**
 - Include people who meet **ANY** of the following criteria:
 - In-Store Sales** (selected)
 - People who interacted offline** (selected) in the past **30** days
 - Buttons: **Include More People** and **Exclude People**
- 2 Name Your Audience**
 - Text input: **Offline Event - In-Store Sales (past 30 days)**
 - Buttons: **Cancel** and **Create Audience**

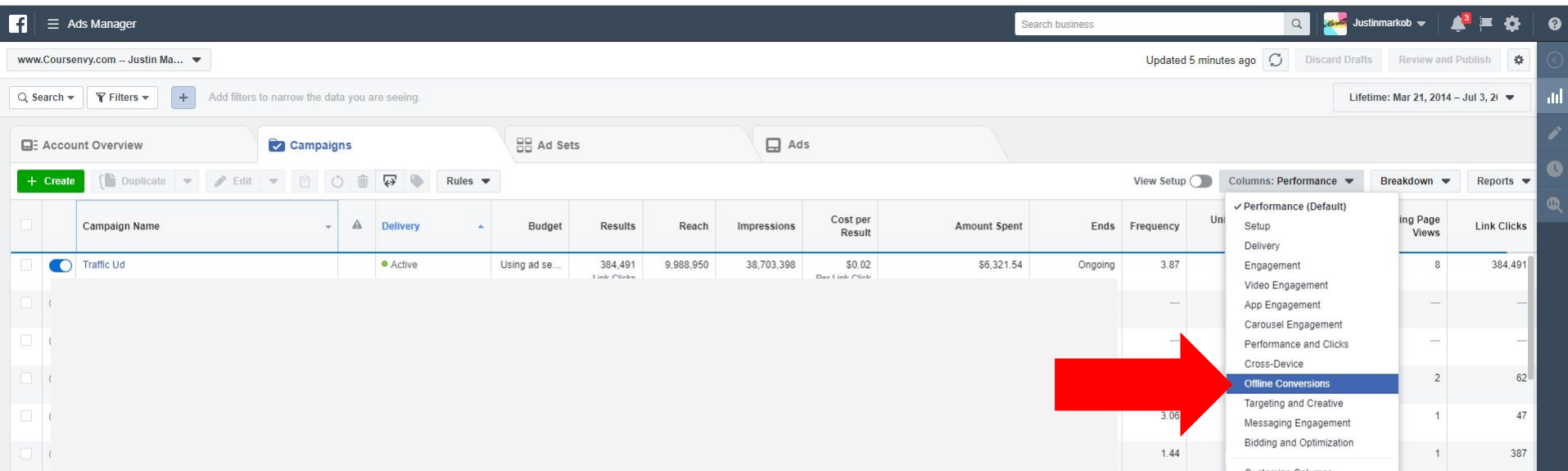
A large red arrow points to the **Create Audience** button.

Then name your audience. I see the best results from fairly warm audiences, less than 30 days old.

Once this Custom Audience is created, we can target it via the Custom Audience option at the Ad Set level.

Offline Conversions

After you upload **Offline Events Sets**, the sets are matched against your active ad campaigns that are configured for offline event tracking. To view which campaigns drove which offline events, go to your ads manager, then click columns menu, and select **Offline Conversions** from the dropdown menu.



The screenshot displays the Facebook Ads Manager interface. At the top, there's a navigation bar with the Facebook logo, 'Ads Manager', a search bar, and user information 'Justinmarkob'. Below this, a breadcrumb trail shows 'www.Coursenvy.com -- Justin Ma...'. The main content area is titled 'Campaigns' and shows a table of ad campaigns. The table has columns for Campaign Name, Delivery, Budget, Results, Reach, Impressions, Cost per Result, Amount Spent, Ends, Frequency, and Unlabeled. A red arrow points to the 'Columns' dropdown menu, which is open, showing a list of options. The 'Offline Conversions' option is highlighted in blue.

Campaign Name	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency	Unlabeled
Traffic Ud	Active	Using ad se...	384,491	9,988,950	38,703,398	\$0.02	\$6,321.54	Ongoing	3.87	

- Performance (Default)
- Setup
- Delivery
- Engagement
- Video Engagement
- App Engagement
- Carousel Engagement
- Performance and Clicks
- Cross-Device
- Offline Conversions**
- Targeting and Creative
- Messaging Engagement
- Bidding and Optimization
- Customize Columns

Tracking Offline Events

- Facebook's Offline Events help you more reliably track offline events triggered by your Facebook ads.
- It may take a bit of work to set up, but the effort will be worth it, especially for local brands and businesses that rely on in-store activity!

Offline Conversions Optimization:

<https://www.facebook.com/business/help/1278167592274041>

